

# THE HINDU Business Line

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## **Event on carbon neutral**

Our Bureau

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CONFERENCE organisers, take note. The country's first carbon neutral event will be held here shortly, thanks to an initiative launched by the Centre for Social Markets (CSM), a UK-based NGO.

CSM, which will organise an international conference on corporate citizenship here, has underlined the importance of the events carbon neutral character.

What is carbon neutral? An event of this nature, explain CSM authorities, has a polluting effect because of greenhouse gas emissions resulting from the air travel that is involved. Climate change, now considered a major threat to human survival, stems chiefly from our excessive dependence on fossil-fuel energy.

CSM has invited Future Forests, a green-technology company, to measure the carbon profile (or carbon footprint) of the conference. The idea is to neutralise its effect through a combination of tree planting and technology projects in association with a specialist NGO.

The Kolkata conference, which will feature a host of leading personalities from the world of business, finance, media and non-profit organisations, will dwell among other things, on the relevance of corporate citizenship.

The conference, which is supported by the UK governments Foreign & Commonwealth Office (FCO), will seek to underline socially, ethically and environmentally responsible business practices in India and abroad, according to CSM sources.

The FCO, incidentally, has a global citizenship unit which promotes the adoption of corporate citizenship by British and international firms.

The idea behind the conference is to highlight the importance of corporate citizenship in the context of development. In the developing world, the private sector has a role to play in areas like poverty alleviation, human rights and sustainable development.

There are a number of issues that remain to be addressed.